



99-36

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## **“YOU HAVE THE POWER” PROGRAM**

### **SYNOPSIS:**

As a means of bolstering energy awareness across the Federal government, the Department of Energy's (DOE) Federal Energy Management Program (FEMP) launched the "You Have the Power" (YHTP) publicity campaign. This campaign is to assist Federal energy managers by spreading the word about energy efficient practices and products. HQ AFCESA has participated in this campaign along with AF/ILEO to make materials available to AF energy managers.

### **SPECIFICS:**

The mandate of the FEMP is to help the government reduce its consumption of energy and nonrenewable resources.

Information about the "You Have The Power" campaign can be found at the website <http://www.eren.doe.gov/femp/yhtp>. The campaign features compelling new artwork, posters and banners, and promotion of Energy Champions—ordinary people throughout the Federal government who are doing extraordinary things to save energy and money. The Air Force has identified eleven champions over the last 3 years for DOE recognition.

In addition to these current initiatives, the campaign has distributed posters depicting the "You Have the Power" slogan and the Energy Champions and has created a "You Have the Power" folder containing many ideas on how to use the advertising materials for a public education campaign.

### **OBTAINING MATERIALS:**

Another part of YHTP program is developing products that energy managers can use as handouts to their base personnel. There are posters, wallet cards, and packets specifically for the base energy manager to use in improving the local program. These items can be ordered from FEMP through their

web page at <http://www.eren.doe.gov/femp/ordermaterials.html> under *Energy Efficiency Awareness*. Another facet of the campaign is to facilitate partnerships with selected energy-related organizations in the private sector. The campaign instills energy efficiency as a basic value among all Federal workers.

### **FEEDBACK:**

If you have ideas on what to add to the items that FEMP provides under the YHTP campaign, contact the POC listed below or contact Ms Annie Haskins at 202-586-4536 (phone), 202-586-3000 (FAX), or e-mail at [annie.haskins@hq.doe.gov](mailto:annie.haskins@hq.doe.gov).

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